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(54) Title: REMOVABLE PRESSURE SENSITIVE ADHESIVES WITH PLASTICIZER RESISTANCE PROPERTIES



(57) Abstract: A removable, plasticizer resistant pressure sensitive composition that is particularly useful for PSA applications on plasticizer containing vinyl films is provided. The pressure sensitive adhesive comprises: (a) at least one hydrophobic monomer; (b) about 0.2 to about 10 wt. % of at least one hydrophilic monomer; (c) about 1 to about 40 wt. % of one partially hydrophilic monomer (d) an effective amount of a crosslinker selected from diallyl maleate or a compound represented

by the formula (I): (I), wherein R is selected from hydrogen, methyl, or ethyl, and R' is selected from vinyl, allyl, or methallyl; wherein the pressure sensitive adhesive does not contain a plasticizer.

WO 2004/092295 A1